

# ***To Bid or Not To Bid That is the Question***



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***A Small Disadvantage Business***

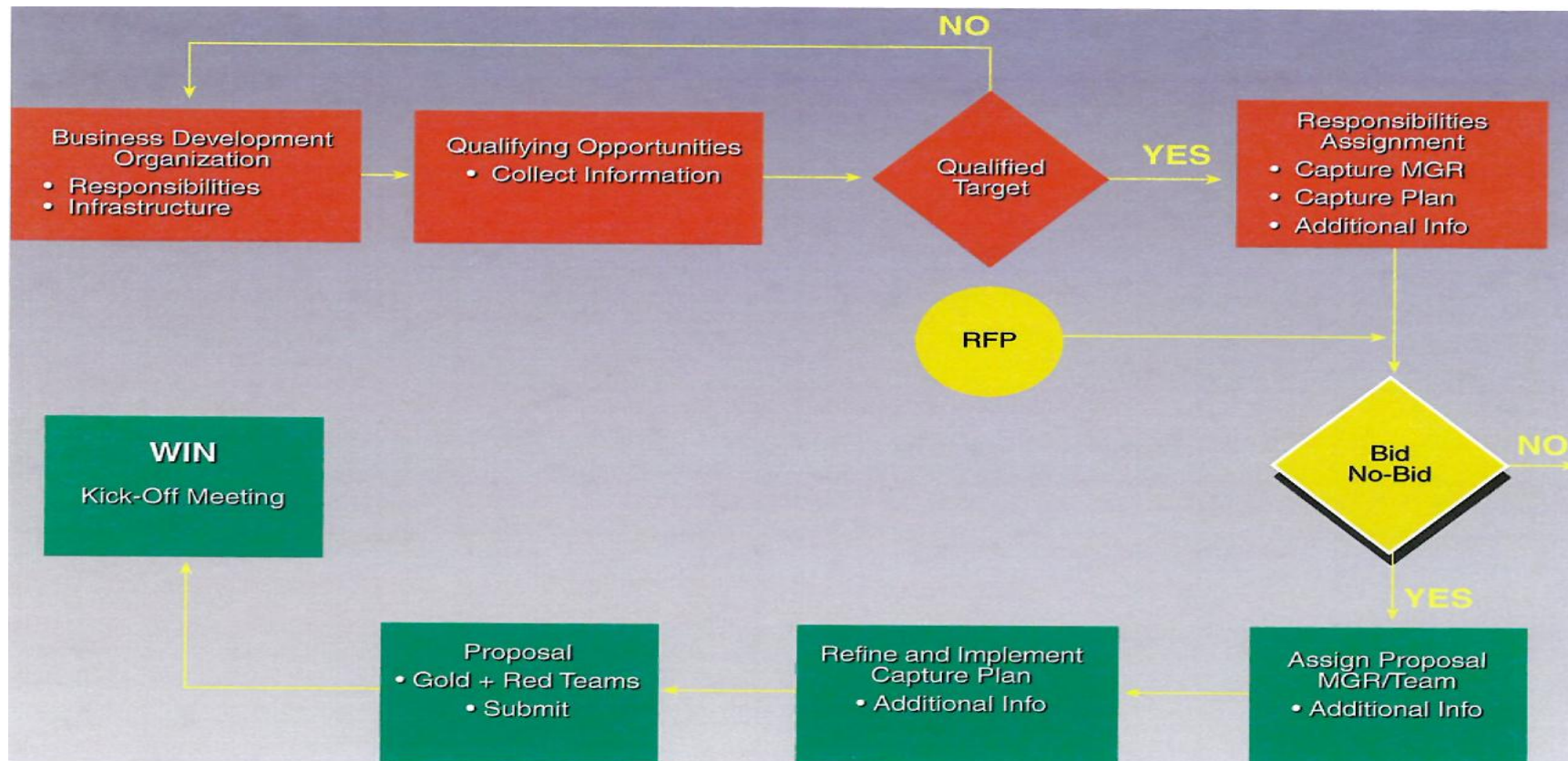


# Know When To Hold Them and Know When To Fold Them

- Assessing and understanding potential business opportunities is essential for any business
- It is especially important for a small business
- What is the Risk to your company
  - External risks you can't control
  - Internal Risk you can mitigate
- What is the Cost to your company – to win
- What is the Cost to your company – to loose



# Business Development





# Opportunity Risk Assessment

- Do we have the capabilities required?
- What are the performance risks?
- Can we team effectively?
- Do we have a program manager?
- Do we have staff available?



# Opportunity Fiscal Assessment

- What will this effort cost?
- What are the consequences of passing?
- Is this a "must win" for us?
- What is the return on investment?
- Is there potential for follow-on work?



# Customer Consideration

- Where is the customer?
- Who provided the intelligence? How old is it?
- What are the customer's needs?
- Does the customer have needs he hasn't realized?
- Does the customer have money?



# Background Assessment

- New or Follow-On
- Incumbent(s)?
- Selection Criteria
- Relationship(s) with Client
- Extent of Pre-marketing



# GAPS, Risks and Competition

- **Critical Requirement & Gaps**
  - Client Gaps
  - Our Gaps
- **Risks**
  - Financial
  - Technical
- **Competition**
  - Incumbents
  - Non-Incumbents
  - How do we stack up
- **Staff Availability**
  - Technical
  - Proposal





# Business Case

- **Business Case**
  - Value
  - Number of Winners
  - Open or Restricted Use
  - Potential Profit
- **Win Benefits**
  - Expansion of Credentials
  - Expansion of Client Base
- **Cost**



# Bidding Pitfalls

- Bid it all
- Committing too soon or too late
- Believing own press clippings
- No process



# Understanding Your Opportunity (to bid or not to bid)

1. Opportunity Definition – is the scope well defined
2. Program Strength – in your wheelhouse / growth plan
3. Competition – who are they / strengths / weaknesses
4. Win Strategy – do you have a plan
5. Customer Contact – who do you know
6. Teaming – add strength – remove competition
7. The Team
8. Screening Criteria
9. To Bid or not to Bid?



# Path Forward

